

OCT 08 2004

# FAX COVER SHEET



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Attention: Examiner: James R. Sheleheda

Supervisory Examiner: Chris Grant

UNITED STATES PATENT AND TRADEMARK  
OFFICE

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Pages: Cover + 1+13 + 1 =16

Date: October 8, 2004

From: Georgann S. Grunebach

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**CERTIFICATION OF FACSIMILE TRANSMISSION UNDER 37 CFR 1.8**

I hereby certify that the correspondence identified above is being facsimile transmitted to 703-872-9306 (Office Facsimile Number for TC 2614), addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

  
Georgann S. Grunebach, Reg. No. 33,179  
(Printed Name of Depositor)

October 8, 2004  
(Date of Signature)

Attention: Commissioner for Patents

Please find attached Re: 09/732,498

- > AMENDMENT
- > TRANSMITTAL LETTER FOR AMENDMENT

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If you do not receive all pages, or pages are not clear, please call Karen Lum at (310) 964-0735.

**OCT 0 8 2004**
**PATENT**  
**Docket No. PD-200153A**  
**CUSTOMER NO.: 020991**
**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: Derek Footer, et al.  
 Serial No.: 09/732,498  
 Filed: December 6, 2000  
 For: SYSTEM FOR OBTAINING DATA REGARDING  
 CUSTOMER USE OF INTERACTIVE TELEVISION

Date: October 8, 2004  
 Group Art Unit: 2614  
 Examiner: Shelehada, James

**TRANSMITTAL LETTER FOR AMENDMENT**

Mail Stop Amendment  
 Commissioner for Patents  
 P.O. Box 1450  
 Alexandria, VA 22313-1450

Sir: Transmitted herewith is an amendment in the above-identified application.

\_\_\_\_\_ Applicant petitions for an extension of time for \_\_\_\_\_ months(s) to respond to the Office Action dated \_\_\_\_\_. If an additional extension of time is required, please consider this a petition therefor.

\_\_\_\_\_ An extension for \_\_\_\_\_ months(s) has already been secured; the fee paid therefor of \_\_\_\_\_ Fee \$ \_\_\_\_\_ is deducted from the total fee due for the total months of extension now requested. \$ \_\_\_\_\_ Extension fee due with this request \$ \_\_\_\_\_

☒ Applicant believes that no extension of time is required to respond to the Office Action dated **July 8, 2004**. However, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition for extension of time.

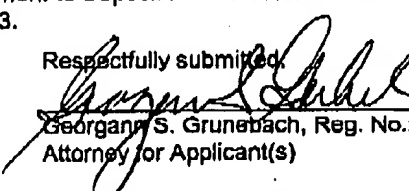
☒ No additional fee for claims is required.

\_\_\_\_\_ The fee for claims has been calculated as shown below:

CLAIMS AS AMENDED										
CLAIMS REMAINING AFTER AMENDMENT			HIGHEST NUMBER PREVIOUSLY PAID FOR		PRESENT EXTRA		RATE		ADDITIONAL FEE	
TOTAL CLAIMS			17	minus	24	=	0	x	\$ 18.00	\$ -0-
INDEPENDENT CLAIMS			2	minus	5	=	0	x	\$ 86.00	\$ -0-
MULTIPLE DEPENDENT CLAIMS								+	\$ 290.00	\$ -0-
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:										\$ -0-

Charge \$000.00 to Deposit Account No. 50-0383 of Hughes Electronics Corporation, El Segundo, California. Please charge any additional fees for claims or credit overpayment to Deposit Account No. 50-0383. If any additional extension fee is required, please charge to Deposit Account No. 50-0383.

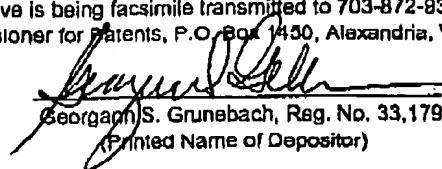
Respectfully submitted,

  
 Georgann S. Grunebach, Reg. No.: 33,179  
 Attorney for Applicant(s)

**CERTIFICATION OF FACSIMILE TRANSMISSION UNDER 37 CFR 1.8**

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THE DIRECTV GROUP, INC.  
 Patent Docket Administration  
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 Telephone: (310) 964-4615

  
 Georgann S. Grunebach, Reg. No. 33,179  
 (Printed Name of Depositor)

October 8, 2004  
 (Date of Signature)

Date: October 8, 2004

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of : Footer et al.  
Serial No. : 09/732,498  
Filed : December 6, 2000  
For : **SYSTEM FOR OBTAINING DATA  
REGARDING CUSTOMER USE OF  
INTERACTIVE TELEVISION**  
Examiner : SHELEHEDA, James R.  
Art Unit : 2614  
Our File No. : PD-200153A

**AMENDMENT**

Mail Stop Amendment  
Commissioner of Patents and Trademarks  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed July 8, 2004, please amend the above-identified application as follows.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Amendments to the Abstract** begin on page 7 of this paper and set forth in an attached replacement sheet.

**Remarks/Arguments** begin on page 8 of this paper.